MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BTM1814 – ICT FOR MANAGERS

(Distance Education)

17 OCTOBER 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 4 Questions only.

2. Answer **ALL FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

With the aid of suitable examples, define these terms:

a) Green computing (5 marks)

b) Cloud computing (5 marks)

c) Biometrics (5 marks)

d) Ergonomics (5 marks)

e) Web Cookies (5 marks)

(Total 25 marks)

QUESTION 2

Elaborate how large businesses or enterprises store huge volumes of data and information about their customers, suppliers and employees that are being generated almost on a daily basis.

(25 marks)

QUESTION 3

Define the term Customer Relationship Management (CRM) and explain how CRM software help companies managing their customers.

(25 marks)

QUESTION 4

A traditional company specialising in women apparel and clothing is planning to sell their products online. Discuss **FIVE (5)** security issues that could arise when the company sells online and describe how the company could overcome this issues.

(25 marks)

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